

MEASURES OF PROMOTING POSITIVE CONTENT



PROVIDERS AND PRODUCERS

- Develop high quality content and services based on checklist and concrete criteria (POSCON guidelines)
- Communicate and promote this quality standard: implementing "stamp/seal"



NATIONAL AND EUROPEAN LEVEL: INSTITUTIONS/STAKEHOLDERS/POLICY MAKERS

- Publish and promote checklist and concrete criteria (e.g. existing POSCON guidelines) on national and European level
- National/European "stamp/seal" for content/services that fulfill these criteria – motivation for producers and providers to comply with criteria + promotion of criteria themselves

← CRITERIA FOR POSITIVE CONTENT →

← ADDRESS DIFFERENT TARGET GROUPS: "WHAT'S IN IT FOR YOU?" APPROACH →



CHILDREN

- Create fun content/services which have social currency for children
- Ensure child engagement, empowering of children: let them be creative and become producers of their own content
- Communication through: adverts, peer-to-peer, celebrities, high quality graphics, fictional popular characters



PRODUCERS AND PROVIDERS | INVESTORS

- Producers and providers who want to obtain engagement with their product
 - promote industry guidelines through: official institutions, free training, stamp/seal of approval, consortiums, focus groups
 - offer them database of practical solutions/advice and open source tools
- Children: involve them in creating rating system for positive content and services

← PARENTS/FAMILIES AS GATEKEEPERS →

- Information on safety and education
- Communication through: parental organizations, woman's/family magazines, editorials/top tips/pointers, workshops, schools

What do they gain out of their children using positive online content/services?

- Information on safety and educational issues regarding positive content/services
- Address specific target groups and subgroups with individual solutions (e.g. based on literacy, income)
- Education on available tools (parental control, filters)



TEACHERS/PEDAGOGUES →

Information on safety and education through your content/service – how does it make teaching and tasks easier and children happier?

- Communication regarding "How do positive content/services make teaching and tasks easier and students happier?"
- Create school events to address children and teachers alike in educational context, online training sessions, formal education at university/during teacher training programmes



← COLLABORATION →

- Industry partners that have a wide audience (super market chains, media: TV, publishing houses), address specific target groups (insurances: families with children, army services: youth and adolescents), promote you on social media
- Partners on different levels: European – national – regional – local/municipality/parish

- With expert networks such as POSCON (diversity of expertise)
- With research initiatives and universities (evidence-based research, education)

- Important industry players
 - push them to be a positive gateway helping children, parents and children in finding positive content
 - involve their knowledge and experience in setting up technical tools (European whitelist, community-based rating system)

- Exchange with policy makers on national as well as European level

← INDUSTRY →

← PRESS / PR / PROMOTION / EVENTS →

- Press work, interviews (media) and social media channels to address adults, partners and relevant stakeholders
- Create promotion material: online banners, buttons, videos
- Participate in public events: showcase at fairs, media festivals
- Compete in competitions: e.g. European Award: Best Content for Kids

- Competition promoting and awarding best practice examples of positive content and services – organize as high-level event on national as well as European level
- Example: European Award: Best Content for Kids

COMPETITION



← ACCESSING POSITIVE CONTENT →

- Be accessible through gateways/platforms leading children directly to positive online content and services (search engines, starting pages, browsers etc.) available in your country/market
- Filters/Age-labels/Labeling: make content/service known for technical tools, e.g. label your content/service

- Enhance production of national and European gateways / platforms leading children directly to positive online content/services: search engines, browsers, RSS feeds, starting pages

- National/European whitelist as basis to guide children directly to positive content/services (based on transparent criteria)
 - Collaboration with providers/producers and IT industry
 - Child-friendly: use of predefined faces/emoticons (smiley/crazy faces) to rate content/services, design and test with children

- European approach: universal and international, for common European positive content landscape for children

GATEWAYS/PLATFORMS

POSITIVE MESSAGE



- Emphasis on positive opportunities through online experiences: communication, production, creativity, fun and entertainment as well as education
- Not only focusing on aspect of safety, positive content and services ARE safe

POLITICAL IMPORTANCE

- Children who are more creative and engaged encounter more opportunities and eventually become more active European citizens digitally and politically
- Financial possibility of economic growth: positive content and services landscape as a new and relevant European market, investing in positive content/services can be profitable